

EAST HOLLYWOOD BUSINESS IMPROVEMENT DISTRICT

7018 Hollywood Blvd., Hollywood, CA 90028
MAIN (323) 469-8311 FAX (323) 469-2805

July 31, 2013

Ms. Miranda Paster, Acting Chief
Administrative Services Division
Office of the City Clerk
200 North Spring St.
Room 224
Los Angeles, CA 90012

Subject: East Hollywood BID 2nd Quarter Report

Dear Miranda:

Attached please find the quarterly report for the East Hollywood BID for the 2nd Quarter of 2013. Below, I have included a table with the information about expenditures for the BID in the 2nd Quarter, and a copy of the June financial statement. A copy of our quarterly newsletter will be sent out under separate cover.

Activities for the 2nd quarter included regularly scheduled monthly meeting of the Board of Governors in April and May. The Board continued its website design process and hopes to launch by the end of the year. Additionally, the Board continued planning efforts for the grant awarded during the Metro Call for Projects, to fund street medians along Vermont Avenue in hopes of calming traffic and enhancing the pedestrian experience in this highly traveled area of the city. The Vermont corridor is home to several major institutions including the Braille Institute, LA City College, Kaiser Permanente, and Children's Hospital all of which would benefit from the pedestrian safety enhancements proposed by the BID.

The BID has also continued its efforts to improve the streetscape along the Vermont Corridor with the continuation of its tree planting and maintenance program which began at the end of 2011. The BID Board received a tree planting grant from Invest From the Ground Up (IFGU). In conjunction with IFGU, the LA Million Trees Program, and the LA Beautification Team, the EHBID completed its 2nd phase of tree planting along Vermont Ave. To date the BID has planted over 125 trees along Vermont Ave. The BID has assumed responsibility for the watering and general upkeep of all of the trees that have been planted. The Board additionally appointed new Board members James Underdown, Center for Inquiry; Karreno Alexanyan, Representative for Property Owner Larry Worchell; and David Devine, Property Owner.

A report on specific budget line expenditures follows:

Budget Line Item #1 – Streetscape

The cleaning/beautification contract with HBT calls for \$5900 in regular monthly expenses of which approximately \$2,065 (35%) goes towards streetscape expenses including tree pruning.

\$8,152 in expenditures were made in this category for the second quarter. This included \$2015 towards a June 2012 bill which was sent late by our cleaning contractors.

Budget Line Item #2 - Maintenance

The BID incurred expenses of \$8,330 for tree watering and maintenance services within the BID. Additionally, the cleaning/beautification contract with HBT calls for \$5900 in regular monthly expenses of which approximately \$3,835 (65%) goes towards Maintenance. \$15,139 in expenditures were made towards the BID's monthly maintenance for the second quarter. This included \$3744 towards a June 2012 bill which was sent late by our cleaning contractors.

Budget Line Item #3 – Administration and Advocacy

Administrative expenditures of \$18,750 were made in the 2nd Quarter to the Hollywood Chamber for services related to the BID's administration. This included past due payments for services in the 3rd and 4th quarter of 2012. An expenditure of \$2000 was also made to Wildan Financial for preparation of the BID's annual county assessments.

Budget Line Item #4 – Marketing and Promotion

A total of \$600 was expended in this category during the quarter for services related to the creation of the East Hollywood BID Website.

Budget Line Item #5 – Contingency

No funds were expended in this category during the quarter.

We continue to believe that things are progressing well with the East Hollywood Business Improvement District, and the Board remains enthusiastic about what they are able to accomplish.

Sincerely,

A handwritten signature in black ink, appearing to read "Nicole Shahenian". The signature is fluid and cursive, with the first name "Nicole" written in a larger, more prominent script than the last name "Shahenian".

Nicole Shahenian
Executive Director
East Hollywood Business Improvement District

Revenue							Committed Funds			Estimated Unallocated Total			
	FY 2013		1st Quarter	2nd Quarter	3rd Quarter	4th quarter	Year to Date						
Parcel Assessments	\$204,300.44												
Carry Over	\$49,000.00												
Total Assessments	\$253,300												
Expenditures													
Streetscape/Landscape (37%)	\$105,591.00		\$8,170	\$8,152			\$16,322						
Maintenance (31%)	\$82,333.00		\$28,143.00	\$23,469			\$51,612						
Administration and Advocacy (18%)	\$36,774.00		\$0.00	\$20,750			\$20,750						
Marketing (11%)	\$22,473.00		\$0.00	\$600			\$600						
Contingency (3%)	\$6,129.00		\$0	\$0			\$0						
Total	\$253,300	\$0	\$36,313	\$52,971	\$0	\$0	\$89,284	\$0					
2012 Committed Funds													
* Streetscape: Includes \$30,000 in carryover funds from 2012													
* Maintenance: \$19,000 in carryover funds from 2012 ance: \$19,000 in carryover funds													